

# Kresge News



For and About People of the S. S. Kresge Company

Vol. 32, No. 4

May, 1974

## Kresge marks diamond jubilee

Back in May, 1899, Sebastian Sprong Kresge opened the first Kresge store in Detroit after trading his half-interest in a Memphis store for full ownership of Kresge 1. Thus, at the age of 32, Sebastian Kresge began his phenomenal rise in the chain store market to make the S. S. Kresge Company the third largest non-food retailer in America.

Now celebrating its 75th anniversary, the company consists of approximately 400 Kresge stores, 600 K marts and 100 Jupiter stores and is the most rapidly expanding retailing chain in the country. With the addition of the company's latest subsidiary, Planned Marketing Associates, Kresge has taken another direction in its rise to greater profits and diversification. Company stores are now located in Canada, Puerto Rico and Australia with eventual plans to saturate the European markets. Buying offices are located in Germany, Italy, Hong Kong, Japan, Taiwan, and Holland. K mart is now a family password to quality, friendly service and low discount prices.

In honor of the company's diamond anniversary, all stores are reflecting the holiday mood this month by offering a variety of sales promotions to the bargain-conscious public. The advertising program has been established with heavier-than-normal television, rotogravure and newspaper advertising all carrying the 75th diamond anniversary sale theme. Full-time employees are sporting simulated diamond rings and are also wearing lapel streamers or pocket protectors to symbolize the company's anniversary.

During the company-wide celebration, all K marts have been assigned a complete kits of signs to be used throughout May to promote this event. A May Sales and Gross Contest among the stores is also adding

much enthusiasm and incentive in honor of this momentous occasion.

Throughout the past 75 years, over 3,600 people have received 25-year recognition pins, proving the Kresge boast that this is a people-oriented company. It is the public, however, that receives the rewards of an experienced store staff. Sebastian Kresge would be proud of his company and its excellent reputation for "satisfaction always."

### 1899



### 1974



### Rosie's goal is Olympics

## 4423 staffer swims to fame

While most high school girls try to avoid compulsory swimming classes—ruins the hairdo, of course—Rosie Gilg gets in as many hours of swimming practice as possible. Her goal is to compete in the 1976 Olympics and with an impressive Amateur Athletic Union (AAU) competition record behind her, she just might make it.

Rosie works part-time in the shoe department at K mart 4423, Rockford, Ill. When not attending classes at East High School or working at the K mart, however, the 17-year old blonde can usually be found at the nearest swimming pool.

Born in Teaneck, N. J., she's lived in San Juan, Puerto Rico most of her life until she moved with her family to Rockford over a year ago. Since beginning diving at age eight, Rosie has been a member of the Puerto Rican team at the annual Central American Games no less than seven consecutive times. She never placed worse than third place throughout any of the Central American meets.

In the United States, Rosie has continued to place high in diving competitions. Last year, she took a first at Menomonee Falls, Wis.; a third and fourth at Bloomington, Ind.; second place at Columbus, O., and a first and two-seconds in Rockford's AAU championships.

This year, the energetic K mart part-timer captured second place at an AAU diving meet in Madison, Wis., and placed 19th out of 53 divers in a qualifying meet for the AAU National Championships to be held in Texas this summer.

Rosie Gilg is a young lady with a mission—look out '76 Olympics!

### Nowak is appointed NEWS assistant

The Kresge News gains Peggy Nowak as assistant editor with this issue, announced Lee W. Zane, vice president for employee relations and store personnel.

Miss Nowak has been a corporate editor for nearly two years and is a 1971 graduate of Wayne State University in Detroit.



H. C. LEFLER

### Teninga names new assistant

Helen C. Lefler has been appointed assistant to the vice chairman, announced Walter H. Teninga, vice chairman of the Board.

Miss Lefler will assist in the administration of the responsibilities of this office, including communication between all operations of Planned Marketing Associates, Inc., the company's insurance subsidiary, and Kresge International Headquarters.

The new assistant to the vice chairman has been active in employee benefit responsibilities of the legal department including group insurance plans. She was also involved in the early analyses relative to the acquisition of PMA. Miss Lefler was awarded her undergraduate degree as well as her law degree from Wayne State University in Detroit.